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SEP 0 8 2006

Serial No. 10/014,258 Amendment in Reply to Final Office Action of July 25. 2006

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TO THE UNITED STATES PATENT AND TRADEMARK OFFICE

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of NEVENKA DIMITROVA ET AL. Serial No. 10/014,258 Filed: DECEMBER 11, 2001

Atty. Docket: US 010512 Group Art Unit: 2612 Examiner: SHIRLEY LU CONF. NO. 2763

TITLE:

A SYSTEM FOR AND METHOD OF SHOPPING THROUGH TELEVISION

Mail Stop AF Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

AMENDMENT AFTER FINAL ACTION UNDER 37 C.F.R. \$1.116

- EXPEDITED PROCEDURE -

Sir:

In response to the Final Office Action of July 25, 2006, please amend the above-identified application as follows: Amendments to the claims begin on page 2 of this paper. Remarks/Arguments begin on page 11 of this paper.

US01C512-aaf-09-98-06.doc